



# HOW TO EXPORT FOOD & BEVERAGE PRODUCTS TO CHINA

## WORKSHOP PACKAGE

- A full-day workshop run by an experienced trainer
  - All the training material including a set of hard copies of the EU SME Centre Starter Kit
- Price: 350 EUR/person
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Easily navigate through China's import regulations using our first-hand best practices and practical tips and apply them to your own business. This one-day workshop is designed to support you to successfully export your food & beverage (F&B) products to China.

Whether you are a business owner, department director, exporting manager, or specialist, you will get a solid foundation for planning and managing your products to China effectively.

## WHY ATTEND?

- Gain an in-depth view of the F&B market in China and insights into consumers' behaviour
  - Navigate through China's market access system and regulations on F&B products
  - Develop a practical action plan that will get your F&B product smoothly into the market
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## OUTLINE

### Module 1: Market Research

- Overview of the F&B market in China
  - Chinese consumers and tastes
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### Module 2: Prepare to Export

- Legislation system
  - Registration process
  - Market standards
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### Module 3: Meet the Requirements

- Labelling
  - Food additives
  - Customs clearance
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### Module 4: Get into Distribution Networks

- Overview of the different distribution channels in China
  - Key success factors and pricing levels
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### Module 5: Before and After Transactions

- Due Diligence
  - Payment Options
  - Foreign Exchange Control
  - Dispute Settlement
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An Initiative Implemented  
with the Financial Support  
of the European Union

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## ABOUT EU SME CENTRE TRAINING WORKSHOPS

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The EU SME Centre's training workshops provide you practical insights and step-by-step approaches on how to do business in China, delivered by our industry experts.

During the workshops, you will enjoy a well-balanced course combining business theories with practical examples. You will also have the chance to participate in interactive exercises to improve your business skills and understanding of the Chinese market.

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## WHO TO CONTACT

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To learn more about this workshop or the other trainings the EU SME Centre offers, please contact:

T: +86 10 85275300

E: [training@eusmecentre.org.cn](mailto:training@eusmecentre.org.cn)

W: [www.eusmecentre.org.cn](http://www.eusmecentre.org.cn)

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## ABOUT THE EU SME CENTRE

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The EU SME Centre in Beijing provides a comprehensive range of hands-on support services to European small and medium-sized enterprises (SMEs), getting them ready to do business in China.

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## IMPLEMENTED BY

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